

## Message Text

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PAGE 01 STATE 017673  
ORIGIN COME-00

INFO OCT-01 AF-10 ISO-00 EB-08 /019 R

DRAFTED BY COM/BED/OIM/CKONKEL/JLS  
APPROVED BY EB/OCA/ALZUCCA  
COM/BED/OIM/RGARNITZ  
STATE/OCA/AZUCCA  
STATE/AF/EPS/JWHITE

-----111231 240439Z /61

R 232119Z JAN 78  
FM SECSTATE WASHDC  
TO AMEMBASSY NAIROBI  
AMEMBASSY LAGOS

UNCLAS STATE 017673

E.O. 11652: NA

TAGS: BEXP: XA

SUBJECT: AFRICAN COMMERCIAL OFFICERS CONFERENCE: WORKSHOP  
LEADERS

FOR LARRY WILLIAMSON, NAIROBI; RENO HARNISH, LAGOS

1. IT IS PROPOSED THAT LARRY WILLIAMSON (NAIROBI) ACT AS  
DISCUSSION LEADER FOR THE OFFICE OF INTERNATIONAL MARKETING  
WORKSHOP (A) "WORKSHOP ON TRADE PROMOTION PROGRAMS" AND  
THAT RENO HARNISH (LAGOS) BE DISCUSSION LEADER FOR OIM'S  
WORKSHOP (B) "WORKSHOP ON INFORMATION AND LIAISON PROGRAMS"  
(FEB. 22, 1545-1800).

2. WORKSHOP LEADERS ARE EXPECTED TO GUIDE DISCUSSIONS,  
BRINGING THEM TO A CONSENSUS AND PREPARE REPORT FOR GENERAL  
PRESENTATION AND DISCUSSION FOLLOWING.

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3. WORKSHOP (A) - DISCUSSION SHOULD COVER ALL PRESENT  
PROMOTIONAL VEHICLES USED IN AFRICA, ALONG WITH ANY RECOM-  
MENDATIONS FOR NEW TECHNIQUES THAT MIGHT BE APPROPRIATE  
AND FEASIBLE FOR AFRICAN MARKETS. ALSO INCLUDED SHOULD  
BE A DISCUSSION ON HOW OTHER POSTS MIGHT BETTER COOPERATE  
WITH THOSE POSTS HOSTING PROMOTIONAL EVENTS IN ORDER TO

MAXIMIZE EFFECTIVENESS. HOW CAN SMALL AFRICAN POSTS BETTER BECOME INVOLVED WITH PROMOTIONAL EVENTS AND BECOME MORE PRODUCTIVE.

4. WORKSHOP (B) - DISCUSSION SHOULD INCLUDE ENTIRE RANGE OF INFORMATION ACTIVITIES UNDERTAKEN BOTH BY POSTS AND WASHINGTON COUNTRY MARKETING GROUPS IN SUPPORT OF U.S. EXPORT EXPANSION. RESEARCH AND COUNTRY MARKETING INFORMATION PROGRAMS SHOULD BE DISCUSSED, INCLUDING POSSIBLE WAYS TO IMPROVE BOTH INFORMATION GATHERING AND DISSEMINATION TECHNIQUES.

5. PLEASE CONFIRM WILLINGNESS TO SERVE AS OIM/BED WORKSHOP LEADERS BY JANUARY 28, 1978. VANCE

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## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
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